

What is claimed is:

[Claim 1] 1. An online advertising method, comprising:

- (a) receiving first information from an advertiser, said first information being used to request an advertising box, wherein said advertising box is an area where said advertiser is able to enter advertising information and design the appearance of said advertising information;
- (b) transmitting second information to said advertiser, said second information enabling said advertiser computer to display first advertising box;
- (c) receiving third information from said advertiser, said third information being used to define advertising information and the appearance of said advertising information within said first advertising box;
- (d) transmitting fourth information to an ad viewer computer, said fourth information enabling said ad viewer computer to display second advertising box and utilize said appearance of said advertising information to deploy said advertising information within said second advertising box.

[Claim 2] 2. The online advertising method of claim 1, wherein said second information further comprises an editing tool to enable said advertiser to modify advertising information within said first advertising box.

[Claim 3] 3. The online advertising method of claim 2, wherein said modify includes changing advertising contents within said first advertising box.

[Claim 4] 4. The online advertising method of claim 2, wherein said modify includes changing advertising objective within said first advertising box.

[Claim 5] 5. The online advertising method of claim 2, wherein said modify includes changing localization of advertising contents within said first advertising box.

[Claim 6] 6. The online advertising method of claim 2, wherein said modify includes identifying one or more templates that are associated with said first advertising box.

[Claim 7] 7. The online advertising method of claim 2, wherein said editing tool is executed independently of operating system platforms.

[Claim 8] 8. The online advertising method of claim 7, wherein said operating system platforms include a computer device (IBM-PC, Apple Macintosh, Tablet PC, etc.), a hand-held device (PDA, Palm, etc.), a phone device, or other devices running an HTML-capable viewer.

[Claim 9] 9. The online advertising method of claim 8, wherein said HTML-capable viewer includes Internet Explorer, Netscape, Opera and other web browsers, which are JavaScript-enabled.

[Claim 10] 10. The online advertising method of claim 7, wherein said editing tool is written in JavaScript.

[Claim 11] 11. The online advertising method of claim 1, wherein said advertising information includes advertising objective, texts, pictures, movie clips, flash and html links.

[Claim 12] 12. The online advertising method of claim 2, wherein said advertising information includes advertising objective, texts, pictures, movie clips, flash and html links.

[Claim 13] 13. An online advertising system, comprising: a processing system that

- (a) receives a request from an advertiser for an advertising box, wherein said advertising box is an area where said advertiser is able to enter advertising information and design the appearance of said advertising information;
- (b) enables said advertiser computer to display first advertising box;
- (c) optionally, selects an existing advertising information associated with said advertiser if any available; renders said existing advertising information and the appearance of said existing advertising information if any available to said advertiser computer and utilizes said appearance of said advertising information to deploy said advertising information within second advertising box;
- (d) receives updated advertising information and updated appearance of said updated advertising information from said advertiser; and then
- (e) delivers said updated advertising information and said updated appearance of said updated advertising information to an ad viewer computer and enables said ad viewer computer to display third advertising box and utilize said updated appearance of said updated advertising information to deploy said updated advertising information within said third advertising box.

[Claim 14] 14. The online advertising system of claim 13, further comprising an editing tool that is delivered to said advertiser computer with said first advertising box and said second advertising box, wherein said editing tool enables said advertiser to modify advertising information within said first advertising box and said second advertising box.

[Claim 15] 15. The online advertising system of claim 14, wherein said editing tool is executed independently of operating system platforms.

[Claim 16] 16. The online advertising system of claim 15, wherein said operating system platforms include a computer device (IBM-PC, Apple Macintosh, Tablet PC, etc.), a hand-held device (PDA, Palm, etc.), a phone device, or other devices running an HTML-capable viewer.

[Claim 17] 17. The online advertising system of claim 16, wherein said HTML-capable viewer includes Internet Explorer, Netscape and other web browsers, which are JavaScript -enabled.

[Claim 18] 18. The online advertising system of claim 17, wherein said editing tool is written in JavaScript.

[Claim 19] 19. The online advertising method of claim 14, wherein said modify includes changing advertising contents within said first advertising box and said second advertising box.

[Claim 20] 20. The online advertising method of claim 14, wherein said modify includes changing advertising objective within said first advertising box and said second advertising box.

[Claim 21] 21. The online advertising method of claim 14, wherein said modify includes changing localization of advertising contents within said first advertising box and said second advertising box.

[Claim 22] 22. The online advertising method of claim 14, wherein said modify includes identifying one or more templates that are associated with said first advertising box and said second advertising box.

[Claim 23] 23. The online advertising method of claim 13, wherein said advertising information include advertising objective, texts, pictures, movie clips, flash and html links.

[Claim 24] 24. The online advertising method of claim 14, wherein said advertising information include advertising objective, texts, pictures, movie clips, flash and html links.

[Claim 25] 25. The online advertising system of claim 13, further comprising a viewing process system that (a) receives a set of querying criterions from an ad viewer computer; (b) selects ads containing advertising information in accordance with said querying criterions; and then (c) delivers said ads to said ad viewer computer and renders said ad viewer computer to display said ads.

[Claim 26] 26. The online advertising system of claim 25, further comprising an ad viewer authorization system that (a) receives a request from an ad viewer; (b) retrieves a set of querying criterions associated with said ad viewer.

[Claim 27] 27. The online advertising system of claim 26, wherein said querying criterions are stored in a server where said authorization system is.

[Claim 28] 28. The online advertising system of claim 26, further comprising a RSS feed generating system that produces RSS feed in accordance with said querying criterions.

[Claim 29] 29. The online advertising system of claim 14, further comprising a viewing process system that (a) receives a set of querying criterions from an ad viewer computer; (b) selects ads containing advertising information in accordance with said querying criterions; and then (c) delivers said ads to said ad viewer computer and renders said ad viewer computer to display said ads.

[Claim 30] 30. The online advertising system of claim 29, further comprising an ad viewer authorization system that (a) receives a request from an ad viewer; (b) retrieves a set of querying criterions associated with said ad viewer.

[Claim 31] 31. The online advertising system of claim 30, wherein said querying criterions are stored in a server where said authorization system is.

[Claim 32] 32. The online advertising system of claim 30, further comprising a RSS feed generating system that produces RSS feed in accordance with said querying criterions.